A look at emerging trends in breakfast

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Nation's
Restaurant News®

The Weekly Newspaper of the Food-Service Industry

Vol. 22, No. 3 **Published every Monday by Lebhar-Friedman Inc.; $3 a copy, $26.50 a year** **January 18, 1988**

Chef seizes the chance to upgrade

Pollin remakes Le Titi de Paris

By Carolyn Walkup

ARLINGTON HEIGHTS, Ill. — When the lease to Le Titi De Paris' site for the last 14 years expired, chef-owner Pierre Pollin seized the opportunity to remake the restaurant into a more comfortable place for both customers and staffers.

"You need to keep your customer interested; you need to change all the time," Pollin said upon reopening Le Titi here.

While the number of seats remains at 80, the dining room is more spacious and more romantic than at the Palatine, Ill., location. Large impressionistic oil paintings and floral arrangements accent the muted gray and mauve colors.

NRN Photo

Pierre and Judith Pollin in the dining room of Le Titi.

A bigger kitchen allows room for more cooks to perfect each plate's appearance, and it's the more leisurely dinners that best show off Pollin's forte for plate presentation.

Pollin, one of the 13 Chicago area chefs that were featured in the 1985 "Great Chefs of Chicago" Pub-

(See POLLIN, page 14)

New state rules hike labor costs

Parental fringe benefit spreads

By Deane Evans

WASHINGTON — Food-service employers in many parts of the country will face potentially higher payroll costs in 1988 as the result of mandated parental-leave legislation enacted in more than half a dozen states during the past year.

While federal legislators continued to debate national legislation that would require employers to grant leave to new parents, lawmakers in Minnesota, Nevada, New York, Oregon, Rhode Island, and Tennessee passed state measures making maternity or "parental" leave mandatory. California lawmakers also approved a bill mandating "child rearing" leave, but the governor vetoed it.

The mandatory leave requirements vary from state to state in relation to length of time off and the minimum number of employees required for the law to be applicable. However, almost all the new laws contain the controversial requirement for employee reinstatement in the same or equivalent job at the end of the leave period.

For example, the Oregon law that goes into effect Jan. 1 requires the employee to be "restored to the former or an equivalent job without loss of

(See STATES, page 88)

Po Folks starts drive to dig itself out of bankruptcy

By Rick Van Warner

NASHVILLE, Tenn. — After filing for bankruptcy protection, Po Folks is searching for ways to amass the bushels of cash needed to keep the 168-unit family restaurant chain in operation.

The company said revenues fell $11.5 million short of total costs during the fourth quarter of 1987, downgrading projected losses for the full year to $17.8 million.

In its Dec. 30 bankruptcy filing, Po Folks acknowledged that it would be unable to pay $1.5 million in interest due this year on an $18.5 million long-term debt.

Analysts expressed skepticism about Po Folks' ability to dig itself out of the financial hole and predicted the company would seek the assistance of a well-heeled outside investor.

"They're going to have to present a very appealing deal to anyone that comes in," said Ross Haberman of R.D. Smith & Co., a New York brokerage. "If it takes them three to six months to find any buyers, the creditors will begin to get itchy."

However, the company's depleted management expressed confidence that the spinoff of a money-eating Wendy's franchise business would free up resources for much-needed improvement in the Po Folks chain, which specializes in home-style Southern fare.

"It gives us a chance to breathe without the Wendy's problems that led us into the demise hanging over us,"

(See PO FOLKS, page 88)

Adtrack: Less bang for the buck

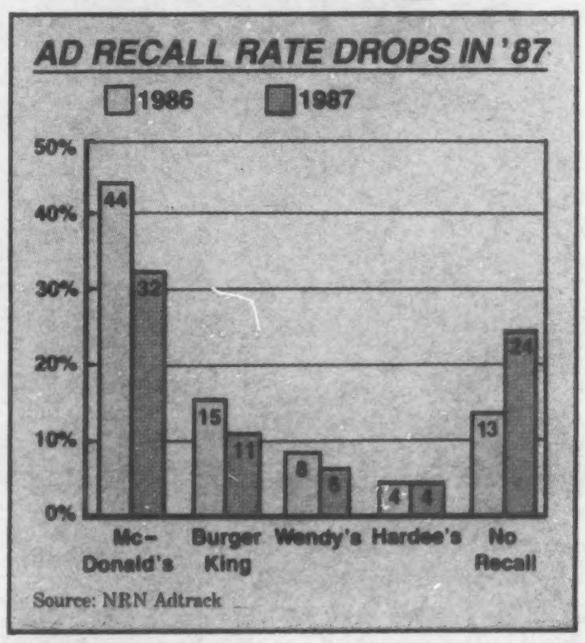
By Marilyn Alva

NRN Adtrack

Despite hefty increases in advertising expenditures, the nation's biggest fast-food chains are losing the battle for consumers' attention, according to NRN Adtrack, an exclusive Nation's Restaurant News survey of advertising effectiveness.

When asked what fast-food advertising they could recall, some 24 percent of consumers surveyed in 1987 said they could think of none. The year before, only 13 percent drew a blank.

The decline in awareness comes at a time when overall television spending for restaurant chains grew more than 10 percent from 1986, to $1.3 billion in 1987, according to estimates by the Television Bureau of Advertising in New York.



McDonald's, Burger King, and Wendy's all had lower top-of-mind awareness levels in 1987 compared with 1986.

For example, 32 percent said McDonald's advertising first came to mind last year, a 12-percentage-point drop from 1986, when the chain garnered a 44-percent recall rate.

The random, nationwide telephone NRN Adtrack poll of 1,000 adults per month is conducted by SRI Research Center Inc. of Lincoln, Neb.

NRN Adtrack, which measures unaided recall, will appear monthly in NRN. Respondents are asked "Of all the advertising that you have read, seen, or heard in the last month for fast-food restaurants, which advertising first comes to mind?"

McDonald's reduced recall level dropped for the

(See ADTRACK, page 88)

FOOD WATCH

Aussie food hops in

Fire up the barbie (barbecue) and bring the billy (pot) to a boil. Australian cuisine is hot this year, and it's catching on faster than a jumbuck (sheep) can run from a swagman (poacher).

In Los Angeles the Down Under and Wallaby-Darned restaurants have been introducing Southern Californians to Aussie food, beer, and wine for some time now. But now chains and hotels are saying "G'day, mate" to customers as well.

Bennigan's, the Dallas-based casual dinner house chain, is throwing a monthlong "Australian Fling" at its 213 restaurants nationwide to celebrate Australia's 1988 Bicentennial. The special menu includes shrimp-on-the-barbie (skewered shrimp with mushroom, onions, and barbecue sauce).

The Westin St. Francis hotel in San Francisco is holding "A Taste of Australia" throughout February. The special menu will feature shrimp-on-the-barbie, lobster, Moreton Bay Bugtails, pompano, Sydney Rock Oysters as well as lamb and Aussie meat pies.

—Paul Frumkin

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NEWS DIGEST

Pillsbury to shutter 100 under restructuring plan

MINNEAPOLIS — Pillsbury said it would shut down more than 100 restaurants—including 28 Godfather's units, 30 Burger Kings, 30 dinner houses, and the whole 13-unit Quik Wok chain—as part of a comprehensive restructuring program.

The food-processing giant also said that it would renovate 145 Burger King units in New Orleans and Chicago and either upgrade or shutter 50 additional Burger Kings throughout the United States.

In addition, the strategy calls for Burger King to streamline its Distron distribution concern, which also serves of number of other fast-food chains.

The planned cutbacks are in addition to the company's previously announced intention to sell its Bay Street and Key West Grill restaurant chain and Innovative Foodservice hotel feeding operation.

Bryant leaves CPS after sale of food-service units

MEMPHIS, Tenn. — Robert Bryant, who spearheaded Carson Pirie Scott's transformation into a major food-service powerhouse, has resigned as a high-level executive and director following the company's sale of its contract feeding and concession businesses.

Bryant had been chief executive of Carson's food-service and lodging group, which included the Dobbs International airline caterer, Dobbs Houses airline concession operation, and the Steak 'n' Egg coffee shop chain. All but Toddle House, a second coffee shop chain, and Ridgewell's, a social caterer, have been sold.

Carson had indicated it also plans to sell those businesses to refocus on retailing.

Koch signs no-smoking legislation into law

NEW YORK — As expected, Mayor Ed Koch has signed into law a tough no-smoking bill requiring restaurants with more than 50 seats to set aside at least half their seating for non-smokers beginning April 1.

Bars and restaurant cocktail lounges are exempt.

Management group readies LBO of Shoney's South

MEMPHIS, Tenn. — A group led by Shoney's South chairman James Prentiss is preparing to attempt a leveraged buyout of the Shoney's franchisee.

The company said that no official offer has been made, and refused to disclose further details.

Shoney's South operates 170 licensed Shoney's coffee shops and 65 Captain D's seafood restaurants from Nashville, Tenn-based Shoney's Inc.

Index up 9.7 points

9.7

NEW YORK — The Nation's Restaurant News Stock Index began last week at 162.2, a big 9.7-point gain from the week before.

The Dow Jones Industrial Average, meanwhile, lost 27.52 points in the week ended Jan. 8. In the week's final session on Friday, the Dow plummeted 140.58 points, the fourth-largest one-day drop on record.

Restaurant Management Services, a Shoney's franchisee, led the list of volume surgers. Sizzler Restaurants was among the week's biggest percentage price losers. Southern Hospitality ranked among the biggest gainers.

More financial news, pages 86-87

Winners firms position following Spillman move

NASHVILLE, Tenn. — Winners Corp. president Lonnie Stout II indicated that the fried-chicken chain would resist any takeover attempt by Joseph Spillman, the former Pizza Inn executive who appears to be on a restaurant shopping spree.

A group led by Spillman has informed the Securities and Exchange Commission that it has amassed a 6.9 interest in Winners, operator of the Mrs. Winner's Chicken and Biscuits chain, and that it might seek control of the company.

"The company is not for sale and has consistently taken the position that it should remain an independent business," Stout said.

Beforehand, Spillman purchased nine J.T. McCord's dinner houses for $5.4 million from Pantera's, which outbid Spillman for Pizza Inn last year.

Paris' La Coupole sold for $10M to Flo Group

PARIS — The owners of La Coupole, a Left Bank landmark here for more than 60 years, have sold the restaurant for $10 milion to Flo Group, a French food-service chain.

La Coupole's main dining room features the artwork of famous French artists who paid in trade for their meals.

El Pollo seeks help in finding 'partner'

PHOENIX, Ariz. — El Pollo Asado, the 50-unit grilled chicken chain, said it had retained a Los Angeles investment banker to select "a financial partner" who could assist the company "in meeting its capital growth needs.'

The fast feeder has been deeply bruised by Kentucky Fried Chicken's rollout of oven-baked chicken in El Pollo Asado's core market here. Sales at the 25 Asados in the area subsequently dropped 20 percent.

Mobil names five-star restaurants

NEW YORK — The Mobil Travel Guide has bestowed its much-coveted five-star ranking for 1988 on 10 U.S. restaurants—one fewer than last year and two less than in 1986.

Dropped from the five-star listing, which can boost a restaurant's tourist business, was Cafe Chauvron in Miami.

San Francisco's Le Club, which was included on the 1986 listing but omitted last year, failed to regain a berth in 1988.

Of the 10 places given five-star ratings this year, not one featured a distinctively American menu. Eight offered French bills of fare. One, Tony's in St. Louis, Mo., is Italian. And Rancho Del Rio Tack Room in Tucson, Ariz., has Continental fare with some American accents.

The newest addition is Chicago's Le Perroquet, which has appeared only twice before. In contrast, Ernie's of San Francisco is included this year for the 26th time.

MOBIL TRAVEL GUIDE'S 1988 5-STAR RESTAURANTS

Restaurant	Location	No. of consecutive years on list
Ernie's	San Francisco, Calif	26
Harraids	Stormville, N.Y.	11
La Vieille Maison	Boca Raton, Fla.	10
Le Bec Fin	Philadelphia, Pa.	4
Le Francais	Wheeling, Ill.	10
Le Perroquet	Chicago, Ill.	3
Lutece	New York, N.Y.	17
Maisonette	Cincinnati, Ohio	24
Rancho Del Rio Tack Room	Tucson, Ariz.	12
Tony's	St. Louis, Mo.	12

Source: Mobil Travel Guide

Judge throws out Cadillac copycat suit

By Alan Liddle

SAN FRANCISCO — A lawsuit accusing a small Mexican restaurant chain of copying distinctive features of the high-volume Cadillac Bar here has been thrown out by a U.S. district court judge.

In a written ruling late last month, Judge Marilyn Hall Patel dismissed the Cadillac Bar's trade dress infringement suit against three-unit San Francisco-based Chevys Mexican Restaurants.

The dismissal comes close on the heels of a ruling by the U.S. Appeals Court here that restaurants can seek "trade dress" protection from competitors who imitate their "total visual image."

Attorneys for Pelican's Wharf Restaurants and Dos Loredos Ltd., owners of the six-year-old Cadillac Bar and other Mexican regional cuisine restaurants, filed suit against two-year-old Chevys in October.

Three-unit Chevys victorious

Copycat lawsuit: Vivande vs. Vivande

San Francisco restaurant sues Mamma Leone's parent over name and trademark

Page 17

"Chevys and the Cadillac are as substantially dissimilar as the cars whose names they borrowed," Patel wrote. "Both come with the parts and accoutrements to make them vehicles, but no reasonable jury would confuse them."

Chevy's attorney, James Holden, said he has asked the court to order Cadillac principals to pay his client's legal fees of $20,000.

Cadillac's owners and their attorney, Paul Gutierrez, are evaluating the possibility of appealing Patel's decision.

Gutierrez has said that his clients were not claiming "Chevys is virtually identical to the Cadillac," but that certain elements of the decor and menu were similar enough to give the false impression that the concepts are related.

He said the suit sought a court order barring Chevys from using some of the elements many people have come to associate with the Cadillac Bar, a converted San Francisco warehouse with reproductions of highway billboards on the walls.

Dismissal of Cadillac's suit closely followed a U.S. Court of Appeals judge's decision that "a restaurateur cannot prevent others from using any particular color or feature, but can protect a combination of visual elements that taken together may create a distinctive visual impression."

Mamma Leone's to reopen doors at new location

By Joe Edwards

NEW YORK — For the first time in memory, Mamma Leone's will miss its annual pre-Lenten Carnevale promotion this year as finishing touches are put on the famous midtown Manhattan restaurant's new home, four blocks deeper into the theater district.

Mamma Leone's, an 82-year-old institution that grossed about $12 million last year, closed up shop in October at its longtime home on West 48th Street off Eighth Avenue to make way for a real-estate project. The reopening at 261 W. 44th St., next door to the historic Majestic Theater, is scheduled for mid-March.

Restaurant Associates is re-creating Mamma Leone's at a cost of "a few million dollars," according to one executive, in a space that formerly housed Kippy's Pier 44 restaurant. The 14,000-square-foot space, spread over three stories, is in the same building as the Milford Plaza Hotel. But Mamma Leone's will have its own entrance and a distinctive facade reminiscent of its former home, said Nick Valenti, president of Restaurant Associates restaurant group.

Mamma Leone's joins a growing list of old-time New York restaurants that have undergone multimillion-dollar renovations in the past year, including The "21" Club and The Rainbow Room.

NRN Photo

Mamma Leone's in its original location.

Restaurant Associates, a New York-based food-service company that owns Acapulco restaurants on the West Coast, the Brasserie and other restaurants in New York, and a contract feeding division, has owned Mamma Leone's since 1959.

Mamma Leone's was founded by Luisa Leone on West 34th Street in 1906. The restaurant's new location will be its fourth site.

Valenti said the new Mamma Leone's will seat about 600 guests in seven dining rooms. The main one, on the first floor, will have 36-foot ceilings and will contain marble statues, oil paintings, and artifacts from the old restaurant.

The restaurant will continue to serve huge portions of traditional Italian food in a festive atmosphere, Valenti promised. Most of the restaurant's longtime employees and its entire management staff headed by director general Joseph Montalbano will return.

Mamma Leone's will have its own entrance and a distinctive facade reminiscent of its former home.

"We are changing our address, not our style," Montalbano said. "Mamma Leone's new location will offer the same comfort and heartfelt enjoyment of coming home, as it has for so many years."

Mamma Leone's for years has been a must-see destination restaurant for tourists and for theatergoers from New York area suburbs. Carnevale is one of the most popular restaurant promotions in New York. Valenti said the restaurant would hold special Easter promotions to make up for the missed Carnevale this year.

Perlman dead—founded Lums, built Caesars

MIAMI — Stuart Perlman, co-founder of the Lums family restaurant chain and a driving force behind the Caesars World gaming group, died of a heart attack here at age 60.

Perlman, a native of Philadelphia, launched his entrepreneurial career selling clothing and other dry goods in his home town.

He made his way to Florida in the 1950s, where he and his brother entered the food-service business by opening a moderately priced restaurant called Lums. The business thrived, prompting the Perlmans to grow the concept into a chain best known for its hot dogs cooked in beer.

By the time Perlman and his brother sold the chain in the late 1960s, it had grown to about 400 units.

The Perlmans purchased Las Vegas' Caesars Palace in 1969 for $1 million and parlayed the business into a group of lavish themed casino-hotels.

They sold the chain in 1981 after the New Jersey Casino Control Commission deemed the brothers "unsuitable" to hold the gaming license for the Atlantic City Caesars. The commission accused the pair of conducting business with people believed to have links with organized crime.

Perlman was involved in a number of charitable causes. Among his contributions was his work in organizing and financing a rehabilitation program for juvenile criminals.

At the time of his death, Perlman and his brother were developing shopping centers and residential properties in Florida. The two also ran non-gaming hotels in New Jersey.

Perlman is survived by his wife, Harriet, and three sons, Scott and Richard of Miami and Brett of Atlantic City.

CORRECTIONS

"1987: The Year in Review," page F8, Jan. 4, mistakenly included Arcadia, a New York restaurant, in a group of restaurants that use flower blossoms to garnish some dishes.

Also, Alain Sailhac, executive chef of The "21" Club in New York, was misidentified as Andre Sailhac in a photograph.

* * *

"Farkas engineers Victoria Station onto right track," page 4, Jan. 4, failed to mention that Chicago-based Heller Financial was the senior lender to, and an equity partner in, Victoria Station Acquisition Corp. The omission resulted from information supplied by the restaurant company.

Nation's Restaurant News

is published by
LEBHAR-FRIEDMAN INC.
425 Park Ave., New York, N.Y. 10022
212 371-9400
Subscription Services, ext. 379 or 419
Cable Address: LEBHAFRIED
Telex: 212 838-0487

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Publisher of Nation's Restaurant News, Discount Store News, National Home Center News, Drug Store News, Accounting Today, Computer&Software News, Computer Product Selling, Chain Store Age Executive (with Shopping Center Age), Chain Store Age General Merchandise Trends, *APPAREL merchandising*, Business Guides Inc., Lebhar-Friedman Books; Inside Retailing (Newsletter); Chain Store Age News, Japan; Largo Music Inc.

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NATION'S RESTAURANT NEWS
(ISSN 0028-0518)

Published weekly, every Monday except the last Monday in December. Subscription rate: Food-service operators and wholesalers/distributors, one year $26.50; two years $44.50. Auxiliary (consultants, architects, designers, manufacturers, suppliers, schools) and all others: $59. Single copy rate $2.00. Foreign subscriptions (air mail only) $500 per year. Second-class postage paid at New York, N.Y., and additional mailing offices.

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For change of address, please write Subscription Dept., Nation's Restaurant News, 305 Madison Ave., Suite 535, New York, N.Y. 10165-0079.
Six weeks' notice is requested. Please send old and new address and zip codes. If possible, include label portion of publication cover. For subscription problem, send full details, including mailing label and phone number, to Circulation Fulfillment Director, above address.
Vol. 22, No. 3 January 18, 1988

Papa Aldo's inks franchise pact with Tokyo firm

Royal Foods to open 20 take-and-bake shops

By Alan Liddle

PORTLAND, Ore. — Papa Aldo's International Inc., the 80-unit take-and-bake pizza chain based here, has signed a multi-unit franchise agreement with Royal Foods Co. Ltd. of Tokyo.

Terms were not disclosed. However, Papa Aldo's president, John A. Gundle, said he expects the arrangement to ultimately result in 20 Japanese units. Royal Foods, he said, has already negotiated leases for three sites, and more are being considered.

Papa Aldo's stores sell made-to-order pizzas that customers bake at home.

Company officials said they expect to have 90 units operating in Oregon, Washington, California, Nevada, Idaho, Hawaii, and British Columbia by the year's end. They projected 1987 sales at $13 million.

The first Japanese unit, located in Kawasaki, is expected to open in March, a Papa Aldo's spokesman reported.

Royal Foods manufactures and distributes frozen pizzas throughout Japan.

"It will be a challenge for us to service the Japanese shops and help maintain our high standards from so far away," Gundle said, adding, "When you consider the size of the agreement, it will be well worth the effort."

Kiyohiko Uchino, president of Royal Foods, said he plans to offer essentially the same types of pizza sold by Papa Aldo's. Royal Foods, he said, already has a crust-manufacturing plant, and Papa Aldo's officials are helping him duplicate the crust used by the chain.

States pass parental-leave law

(Continued from page 1)

seniority, vacation credits, sick leave credits, service credits . . . or any other employee benefit or right which has been earned at the time of the leave of absence."

The Oregon mandate that affects employers with 25 or more workers provides for parental leave for the birth or adoption of a child "until the infant has reached the developmental stage equivalent to 12 weeks." In the case of premature infants, the leave period could significantly exceed the three-month limit. In addition, parental-leave requirements apply in the case of any newly adopted child less than 12 years of age.

Rhode Island lawmakers passed even stiffer legislation, designating a 13-week leave period in any two-year cycle for employees who have been employed for 12 consecutive months. Moreover, the lawmakers extended the law's application to the care of a "seriously ill" child less than 18 years old as well as to the birth and adoption of a child younger than 16. The measure, already in effect, also requires reinstatement to a position with "equivalent" seniority, employment benefits, and pay.

In addition, employers must "maintain any existing health benefits" for the duration of the leave. The Rhode Island legislation applies only to employers of 50 or more workers.

Other states that mandated parental or maternity leave include:

- Minnesota—parental leave of as many as 12 weeks for birth or adoption to be granted by employers of 21 or more workers; continuance of group insurance coverage; reinstatement to a former position or one of "comparable" duties, hours, and pay; automatic pay scale adjustments during the leave period.
- New York—in effect since Oct. 4, 1987, extension of parental leave to parents of newly adopted children under school age.
- Tennessee—effective Jan. 1, mandatory maternity leave "not to exceed four months" for birth or adoption, restoration to previous or "similar" position, applicable to employers of 100 or more. (The Tennessee law contains a loophole that could benefit employers, providing an exemption to the reinstatement requirement if the employee's job is "so unique that the employer cannot, after reasonable efforts, fill that position temporarily. . . .")
- Louisiana—now in effect, mandatory pregnancy leave not to exceed four months for employees of businesses with more than 25 workers.
- Nevada—now in effect, mandatory maternity benefits to be provided by employers who give leave "without loss of seniority" to employees for sickness or disability.

Still other states considered some version of parental leave as the year ended. Among them were Alabama, Alaska, Arizona, Colorado, Connecticut, Florida, Iowa, Massachusetts, Missouri, North Carolina, Pennsylvania, Texas, Washington, and Wisconsin.

Also posing possible payroll cost increases were mandated "continuing health coverage" bills enacted in two states. Earlier this year Connecticut's governor signed into law a measure "broadening" the rights of dependent children to continue "under group health policies or comprehensive health care plans." Nevada's governor signed similar legislation requiring continuation of group health benefits "after termination of employment and for surviving spouses of deceased members."

Among other states with end-of-the-year bills pending that would force employers to extend health benefits are Alabama, California, Delaware, Florida, Iowa, Louisiana, Maine, Massachusetts, Minnesota, New York, North Dakota, and Oregon.

At the same time restaurateurs are keeping a close watch on the most volatile payroll issue, legislation at both state and federal levels to increase the minimum-wage rate. Several states have already passed bills that will raise their rates above the federal one in 1988. Meanwhile, national lawmakers are debating a boost of the federal rate to $3.85 next year, $4.25 in 1989, and $4.65 in 1990. (See "Wage Fight" NRN, Nov. 2, 1987.)

About the only bright spots on the state front for employers worried about worker benefits costs are business tax credits for employer-provided day care programs or "assistance." For example, a new law now in effect in Rhode Island allows employers "who provide real property or rental space for child day care services" to take a credit of up to $30,000 against the business corporation tax.

A broader measure enacted in Oregon provides a business tax credit for amounts spent for "dependent care assistance" through programs meeting certain federal guidelines. The credit would be "equal to 50 percent of the amount paid or incurred up to $2,500 of assistance actually provided to an employee."

Po Folks struggling for cash

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said Carol Koenig, whose responsibilities as marketing manager were recently expanded to include representative duties.

The company said all 168 Po Folks units have remained open since the filing.

Clyde Culp and Walt Spear, who resigned as president and chief financial officer, respectively, after the filing, are serving as consultants to Po Folks chairman R.B. Davenport during restructuring efforts.

Franchisees seemed nonplussed by Po Folks' decision to seek court protection from its creditors.

"The terrible winter we're having in 75 percent of our markets bothers me more than the filing," said franchisee Ron Farmer, president of 12-unit Dinelite. "The short-term negative effect is the publicity that goes along with something like this, but in the long run it will give the company a chance to reorganize and concentrate on operating restaurants."

About 129 Po Folks restaurants are franchised.

Po Folks sought protection under Chapter 11 of the bankruptcy code close on the heels of a long, taxing deal in which the company unloaded its struggling DavCo Foods subsidiary, owner and operator of more than 100 Wendy's, for $16.1 million.

The company used proceeds from the Davco sale to pay off an $8.1 million revolving loan, $4.9 million in Wendy's royalties, and about $2 million in trade debts.

Ironically, DavCo was originally viewed as a wellspring for the cash needed to expand the Po Folks system. But the plan backfired over the past couple of years when the floundering Wendy's units began draining money from the company instead.

"With extremely fast growth compounded with the Wendy's problems, the eye was taken off store operations," said franchisee Farmer. "You can't take your eye off the operations of any restaurants, especially Po Folks."

From left: Po Folks franchisee-Dinelite president Ron Farmer, Po Folk's franchising vice president John Scott, Dinelite controller Chase Underwood and former Po Folks president Clyde Culp in happier times.

Although Po Folks' traffic counts have held steady, margins have collapsed in recent years under the weight of high food and labor costs, analysts said.

Po Folks has attempted to bolster sales by slowly moving into the breakfast daypart. In addition, it has strived to firm up midday traffic through the introduction of an express lunch program.

Adtrack shows recall slipping

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year despite the impact of its highly successful Mac Tonite campaign in late summer and early fall, when the chain had a record 52-percent recall rate in one month.

Burger King dropped from 15 percentage points to 11 percent despite its successful Burger Bundles promotion in the summer.

Wendy's International was down two points; 6 percent recalled its ad last year compared with 8 percent in 1986.

Hardee's awareness remained the same, at four points.

Most other chains, including giant Kentucky Fried Chicken, which spent some $40 million on advertising to introduce its new Chicken Littles product, had awareness levels of no more than one or two percentage points.

Nevertheless, McDonald's leads fast-food chains in top of-mind advertising with a 43-percent share of 1,000 people surveyed for NRN Adtrack in November.

Burger King was second with 14 percent, Wendy's was third with 8 percent, and Hardee's next with 5 percent.

After Hardee's, the most remembered ads for November was Taco Bell, with 2 percent.

Arby's, Kentucky Fried Chicken, Long John Silver's, Pizza Hut, and Jack In The Box had only 1 percent recall rates.

KFC was down one full percentage point from some prior months when Chicken Littles were heavily advertised. Burger King was up one point, Hardee's was down a point, while Wendy's remained the same.

NRN Adtrack Methodology

A nationwide sample of 1,000 adults 18 and older is contacted by telephone every month by SRI Research Center Inc. of Lincoln, Neb. The sample is controlled by quota to be proportional to the 1980 census by age and sex simultaneously and by geographic area. A random sample is generated using random-digit dialing. Maximum expected error is plus or minus 3.1 percent.

The Adtrack question: "Of all the fast-food advertising that you have read, seen, or heard in the last month, which advertising first comes to mind?"